

ABSTRACT OF THE DISCLOSURE

After the user folds or rolls the emptied portion of a closed end collapsible tube such as a toothpaste tube a circular, oblong, or flat loop or band of elastic material is stretched over and encircles the folded or rolled emptied portion of said tube to prevent the contents from the unused portion of the tube from being expelled back into the folded or rolled, emptied and retained (by the **Tube Retaining Device**) portion of the tube. Concurrently, the **Tube Retaining Device** presents the emptied portion of the tube in a neat and tidy manner. Upon continued expression of material from the tube the elastic band is removed, the tube is once again folded or rolled and the **Tube Retaining Device** is re-applied. This action is repeated until the contents of the tube are completely expelled. As the spent tube is discarded, the device is removed and then ready for use on another such tube.